DEC STD 028-1 CORPORATE PRODUCT PHASE DOWN POLICY

DOCUMENT IDENTIFIER: A-DS-EL00028-01-0 Rev A, 28-Apr-1989

ABSTRACT: This document describes Digital's Product Phase Down policy on all products it sells, licenses, and services. This policy covers the Product Phase Down (PPD) segment of the Digital worldwide life cycle management process. Product Phase Down includes the migration from old product to new product, the ongoing maintenance and support of Digital's customer base, and the effective management of corporate assets.

APPLICABILITY: This document applies to all cross-functional organizations involved in the management of the hardware and software products Digital sells, licenses, and services.

STATUS: APPROVED 28-Apr-1989; type $VTX SMC for expiration date.

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APPROVAL: The Product Phase Down policy defined in this document has been recommended for approval by the General Review Group for its category and shall be implemented throughout Digital.

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Preface

In order to institute a Corporate Product Phase Down (PPD) Policy, the Corporate PPD Steering Committee developed this document as a Digital standard.

This standard serves as an all-encompassing process from which the following documents were derived.

- EL-EN540-00, *Product Phase Down Handbook for Product Managers*
- EL-FS540-00, *Field Service Product Phase Down Procedures*
- EL-MF540-00, *Manufacturing Product Phase Down/End-of-Life Guidelines*
- EL-SP540-00, *Administrative Guide to Software Product Retirement*

Digital recognizes the effective management of a product's life cycle as critical to meeting corporate customer satisfaction and return on asset goals.

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1 PURPOSE

The purpose of this document is to define Digital's Product Phase Down policy for all hardware and software products it sells, licenses, and services.

Product Phase Down (PPD) defines the processes by which Digital manages all software and hardware products as they approach sales end-of-life and until all customers have been successfully migrated to other product solutions.

This policy supports Digital's Customer Satisfaction and Return On Asset (ROA) goals.

2 SCOPE

This document encompasses the responsibilities of Hardware and Software Product Business Unit (PBU) Product Management, Manufacturing, Sales, Services, and Marketing regarding all Product Phase Down activities.

3 POLICY

It is the policy of Digital to manage all products throughout their life cycle.

Effective management of the Product Phase Down segment of a product's life cycle is critical for Digital to meet Customer Satisfaction and Return On Asset goals.

This policy specifically addresses the cross-functional responsibilities for Product Phase Down as listed in heading 4.

Planning for Product Phase Down shall take place throughout the product life cycle beginning with the early development stages of a product, increasing in activity throughout the product life.

4 ORGANIZATIONAL RESPONSIBILITIES

4.1 HARDWARE AND SOFTWARE PBU PRODUCT MANAGEMENT

Hardware and Software PBU Product Management has the primary responsibility for initiating and managing the overall corporate Product Phase Down activity for a product. Other groups may supply information to the PBU to trigger this process. This includes the following.

- Establish the Worldwide, Cross-functional PPD Team.
- Provide the field Sales organizations with the latest product assumptions to be included in assessing the area product plans.
- Develop the corporate Product Phase Down Plan.
- Ensure the implementation of the plan.
- Communicate the Product Phase Down message to the Sales force.

For more information, refer to EL-EN540-00, *Product Phase Down Handbook for Product Managers* and EL-SP540-00, *Administrative Guide to Software Product Retirement*.

4.2 MANUFACTURING

If a Worldwide, Cross-functional PPD Team has not been established, Manufacturing will alert PBU Product Management of the potential need to initiate Product Phase Down planning.

Manufacturing, as a member of the Worldwide, Cross-functional PPD Team established by Hardware and Software PBU Product Management, shall perform, at a minimum, the following.

- Establish a Worldwide Manufacturing Product Phase Down team.
- Develop and implement the worldwide Manufacturing Product Phase Down plan as part of the corporate Product Phase Down Plan.

For more information, refer to EL-MF540-00, *Manufacturing Product Phase Down/End-of-Life Guidelines*.

4.3 SALES

If a Worldwide, Cross-functional PPD Team has not been established, area Sales organizations will alert PBU Product Management of the potential need to initiate Product Phase Down planning.

The area Sales organizations shall, at a minimum, perform the following.

- Area Sales organizations shall participate in the Worldwide, Cross-functional PPD Team established by Hardware and Software PBU Product Management.
- Area Sales organizations will be responsible for worldwide final product demand forecast.
- Area Sales organizations, through the account teams, shall communicate Product Phase Down messages to customers.
- Area Sales organizations, through the account teams, shall work with customers to migrate to other product solutions.

For more information, refer to EL-EN540-00, *Product Phase Down Handbook for Product Managers*.

4.4 CUSTOMER SERVICES

As business partners with our customers, and for as long as there is a customer need, Customer Services organizations will continue to support Digital hardware and software products with the best service solution for as long as possible. This includes the following.

- Participate in the Worldwide, Cross-functional PPD Team established by Hardware and Software PBU Product Management.
- Establish a worldwide Customer Services Product Phase Down team.
- Develop and implement a Customer Services Product Phase Down Plan as part of the corporate Product Phase Down Plan.

For more information, refer to EL-FS540-00, *Field Service Product Phase Down Procedures*.

4.5 PRODUCT MARKETING

Product Marketing, as a member of the Worldwide, Cross-functional PPD Team established by Hardware and Software PBU Product Management, shall perform, at a minimum, the following.

- Input to final worldwide product demand forecast by major account and industry to the area Sales organizations.
- Develop migration solutions and strategies.
- Develop the Product Phase Down messages.
- Develop product marketing programs to ensure minimum inventory exposure.

For more information, refer to EL-EN540-00, *Product Phase Down Handbook for Product Managers*.

APPENDIX A

REFERENCED AND RELATED DOCUMENTS

The following are applicable Digital documents that support Product Phase Down.

A.1 EL-Class Digital Documents

EL-Class Number	Document Title
EL-00028-00	*DEC STD 028-0 Phase Review Policy*
EL-00060-00	*DEC STD 060-0 Design of Hardware Products to National and International Regulations and Standards, Policies and Procedures*
EL-00071-07	*DEC STD 071-7 Field Change Order Policy–Field Service Finance*
EL-00073-00	*DEC STD 073-0 Manufacturing and Packaging for Publications*
EL-00102-00	*DEC STD 102-0 Environmental Standard for Computers and Peripherals - General Test Requirements*
EL-00115-00	*DEC STD 115-0 Manufacturing Plant Documentation (MPD) Identification and Control*
EL-00130-00	*DEC STD 130-0 Product Business Plan Requirements: Content Requirements and Format Guidelines*
EL-00188-00	*DEC STD 188-0 Archiving Engineering Information: Policy and Procedures*
EL-CPPAC-00	*Corporate Policies for Product Pricing, Announcement, and First Customer Ship*
EL-CP356-00	*Corporate Phase Review Process Guide*
EL-EN540-00	*Product Phase Down Handbook for Product Managers*
EL-FS540-00	*Field Service Product Phase Down Procedures*
EL-MF540-00	*Manufacturing Product Phase Down/End-of-Life Guidelines*
EL-SP540-00	*Administrative Guide to Software Product Retirement*
EL-SS205-00	*New Product Introduction Process Recommendation and Reference Document*

Copies of Digital EL-Class documents may be obtained from Standards and Methods Control, $VTX SMC, NRO4/D4, DTN: 287-3724, or JOKUR::SMC.

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A.2 Other Documents

Document Number	Title
MEM Policy 6-125	*Manufacturing/Engineering Financial Control Policy and Procedure - Disposition of Excess, Obsolete and Scrap Inventory*
MEM Policy 7-100	*Manufacturing/Engineering Financial Control Policy and Procedure - Disposition of Idle, Surplus, Obsolete and Scrap Capital Equipment*
EZ-J5357-85	*Purchasing Contracts Manual/Buyouts*
N/A	*Software Development Policies and Procedures*
N/A	*Logistics EOL Procedures*

Copies of the MEM policies may be ordered from Senior Financial Managers at your location.

Copies of the *Purchasing Contracts Manual/Buyout* may be ordered from Publishing and Circulation Services, DTN: 234-4323 or DECmail @NRO.

Copies of the *Software Development Policies and Procedures* are available from Gladys Pannell, MLO3-5/B39, DTN: 223-5860, PIPE::PANNELL.

Copies of the *Logistics EOL Procedures* are available from Jim Collins, DAS1-2/N10, DTN: 275-2279, DASXPS::JCOLLINS.

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